

Message Text

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PAGE 01 STOCKH 00612 050800Z

21

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 050430Z FEB 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 6709

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 0612

FOR: BIC/OIM:TRAFTON;

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: STC EVENTS: HEALTH CARE EQUIPMENT
EXHIBITION

1. DURING SAME WEEK AS HEALTH CARE EXHIBITION AT
STC, A SEMINAR ON HOSPITAL EQUIPMENT HAS BEEN
SCHEDULED AT SCHOOL CONNECTED WITH LARGE NEW REGIONAL
HOSPITAL IN SUNDSVALL. SEMINAR IS SCHEDULED FOR
WEDNESDAY-FRIDAY, MAY 19-21 AND IS ORGANIZED BY
EDITOR OLOF HOLMSTRAND OF "SJUKHUSET" (HOSPITAL) TRADE
JOURNAL FOR SWEDISH HEALTH CARE PROFESSIONAL
EMPLOYEES ASSOCIATION (WHICH PUBLISHES "SJUKHUSET")
THIS IS FIRST ATTEMPT AT SEMINAR ON EQUIPMENT TOPIC
BY THIS ASSOCIATION, THOUGH THEY HAVE HELD SEMINARS
PREVIOUSLY ON OTHER TOPICS. TARGET AUDIENCE IS
PRIMARILY HOSPITAL ENGINEERS AND PURCHASERS OF
HOSPITAL (PLANT) EQUIPMENT, WHO ARE ALSO IMPORTANT AUDIENCE
FOR STC EXHIBITION. SUNDSVALL SEMINAR EXPECTS TO
ATTRACT 300-400 PARTICIPANTS. STC HAS DISCUSSED
POSSIBLE COOPERATION WITH ORGANIZERS OF SEMINAR.
THOSE PARTICIPATNS COMING FROM OR VIA STOCKHOLM
(PERHAPS HALF) WILL BE ENCOURAGED TO VISIT STC
EXHIBITION MONDAY/TUESDAY WITH SPECIAL INVITATION
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TO RECEPTION. "SJUKHUSET" WILL ALSO PROVIDE

COVERAGE OF STC EVENT IN APRIL ISSUE. SEMINAR
ORGANIZERS WILLING TO PROVIDE TIME ON FRIDAY
21ST FOR EXHIBITORS TO DISCUSS NEW TRENDS IN
HOSPITAL DESIGN AND EQUIPMENT.

2. STC RECOMMENDS HEALTH CARE EXHIBITION OFFICIALLY
CLOSE MAY 20 TO PERMIT EXHIBITORS TRAVEL TO SUNDSVALL
FOR FRIDAY. USDOC COULD ALERT AMERICAN EXHIBITORS
TO THIS ADDED OPPORTUNITY, AND STC LIKEWISE FOR
LOCAL AGENTS.
STRAUSZ-HUPE'

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NNN

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